|  |
| --- |
| For Registrar’s Use only |

Code # COM33

**New Program/Certificate Proposal-Bulletin Change Transmittal Form**

[ ]  **Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

[ ]  **Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to mmcginnis@astate.edu

|  |
| --- |
| **New Certificate or Degree Program** (The following critical elements are taken directly from the Arkansas Department of Higher Education’s “Criteria and Procedures for Preparing Proposals for New Programs”.) Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary. |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Department Chair:**  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**General Education Committee Chair (If applicable)**   |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Vice Chancellor for Academic Affairs** |

**1. Proposed Program Title**

Multimedia Journalism

**2. CIP Code Requested**

09.04

**3. Contact Person** (Name, Email Address, Phone Number)

Brad Rawlins, brawlins@astate.edu, 870-972-3161

**4. Proposed Starting Date**

Fall 2013

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

**College of ~~Communications~~ Media and Communication**

*Professor Brad Rawlins, Dean*

The College of Communications offers students the opportunity to combine the best of a broad education in the liberal arts and sciences with the academic and professional preparation required in the wide variety of fields in communications. ~~The college has three departments: Communication Studies; Journalism; and Radio-Television. The Departments of Journalism and Radio-Television are accredited by the Ac­crediting Council on Education in Journalism and Mass Communications.~~ The college offers four baccalaureate degrees through two departments: The Media Department offers Bachelor of Science degrees in Multimedia Journalism and Creative Media Production, and the Communication Department offers a Bachelor of Science in Strategic Communication and a Bachelor of Arts in Communication Studies. The three Bachelor of Science degrees are accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Studies in the college allow students to learn to gather, organize, synthesize and communicate information professionally in a democratic, multi-cultural society. They learn to think critically and com­municate effectively in preparation for productive roles, for example, in news, radio, television, film, public relations, organizational communication, advertising, photojournalism, graphic communications, web and multimedia production and design or health communication. Students also find communications courses excellent preparation for graduate work and the study of law.

The College of Communications offers students opportunities to apply what they learn in a variety of national student organizations, including: The Herald, ASU-TV, the ASU Debate Team, American Advertising Federation, Society of Professional Journalists, National Broadcasting Society, National Press Photographers Association, Gamma Tau Epsilon (graphic communications), Public Relations Student Society of America, the Association of Women in Communications, the Undergraduate Student Research Association, and three honorary groups: Kappa Tau Alpha (journalism and mass communications), Pi Kappa Delta (forensics), and Lambda Pi Eta (communication).

In addition to meeting the general requirements for all baccalaureate degrees, candidates for a bachelor of science in Radio-Television or Journalism must complete 120 hours. Students pursuing degrees in radio-television and journalism are required to have a minor outside their two departments. The minor must be approved by the student’s advisor. Students pursuing a bachelor of arts in Com­munication Studies must complete 120 hours. Students pursuing a degree in Communication Studies are not required to have a minor.

To assure that students earning the bachelor of science degree in journalism or radio-television acquire the broad education needed by a mass communications professional, the college requires that 80 semester hours of a student’s degree program be completed outside the Departments of Radio- Television and Journalism. At least 65 of the 80 hours must be in courses approved as “liberal arts and sciences.” A list of approved courses is available at department offices.

The College of Communications offers students opportunities to apply what they learn in a variety of national student organizations, including: The Herald, ASU-TV, the Forensics team, American Ad­vertising Federation, Society of Professional Journalists, National Broadcasting Society, National Press Photographers Association, Gamma Tau Epsilon (graphic communications), Public Relations Student Society of America, the Association of Women in Communications, the Undergraduate Student Research Association, and three honorary groups: Kappa Tau Alpha (journalism and mass communications), Pi Kappa Delta (forensics), and Lambda Pi Eta (communication).

The three Bachelor of Science degrees (Multimedia Journalism, Creative Media Production and Strategic Communication) adhere to the learning outcomes espoused by the Accrediting Council on Education in Journalism and Mass Communication. Graduates of these programs should be aware of certain core values and competencies and should be able to:

* understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
* understand concepts and apply theories in the use and presentation of images and information;
* demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* think critically, creatively and independently;
* conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work.

**DEGREE REQUIREMENTS**

In addition to meeting the general requirements, candidates for the Bachelor of Science degree in Multimedia Journalism, Creative Media Production, and Strategic Communication must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.
2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.
3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.
4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.
5. Complete an exit survey and submit a resume prior to graduation.

**COLLEGE OF MEDIA AND COMMUNICATION CORE COURSES Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

**Total Required Hours 4**

p. 160

**Department of ~~Journalism~~ Media**

Professor Gil Fowler, Chair

**Professors:** Fears

**Associate Professors:** Hill

**Assistant Professors:** Combs, Hall

**Instructors:** Mishra, Moskal, Thrasher

The professional program in journalism provides the opportunity for individuals to prepare for productive roles in news-editorial journalism, public relations, advertising, graphic communications, or photojournalism. The program strives to provide realistic instruction in modern journalistic techniques, promote a rich background in the liberal arts and sciences, and present current communications problems and trends in the context of their origin and development.

1. To assure that students earning the bachelor of science degree in journalism acquire the broad education needed by a mass communications professional, the college re­quires that 80 semester hours of a student’s degree program be completed outside the Departments of Radio-Television and Journalism. At least 65 of the 80 hours must be in courses approved as “liberal arts and sciences.” A list of approved courses is available at department offices.

2. Areas within the liberal arts and sciences include art history, biology, botany, chemistry, computer science, criminology, economics, English, entomology, French, geography, geology, German, history, mathematics, music history and literature, philosophy, political science, physics, psychology, sociology, Spanish, theatre and film history and apprecia­tion, zoology.

3. No more than three hours of internship credit may be counted within the 120 hours required for graduation.

4. The student must take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.

5. The student must complete an exit survey and submit a resume prior to graduation.

Chair

**Professors:** Amienyi, Fears, Pitts

**Associate Professors:** Zeng

**Assistant Professors:** Bowman, Combs, Tait

**Instructors:** Brown, Doyle, Mishra, Pillow, Roberts, Thrasher

The Department of Media offers Bachelor of Science degrees in Multimedia Journalism and Creative Media Production. Students can emphasize in news editorial, broadcast journalism, photojournalism, multimedia journalism, sports journalism, audio and video production, multimedia production, narrative film, and sports production.

**MULTIMEDIA JOURNALISM PROGRAM:**

The multimedia journalism program prepares working journalists and news practitioners to generate, research, write, and produce newsworthy content across the spectrum of news media. Through hands-on instruction, practical workplace experience and conceptual coursework, students learn how to create and distribute content for print, radio, television, websites and interactive media.

Multimedia journalism is designed to develop news judgment and storytelling skills applicable to a variety of professions and media outlets and talent for performance and teamwork. This program builds the foundation on which graduates can establish a career in modern news media across platforms.

**CREATIVE MEDIA PRODUCTION PROGRAM:**

The creative media production program prepares practitioners who understand the world of production, from concept to program completion. Through hands-on instruction and conceptual coursework students learn how to create and distribute content for radio, television, film, websites and interactive media.

Creative Media Production is designed to nurture students with a passion for storytelling and communicating, and a talent for expressing themselves through visual media. This preparation provides a solid foundation on which to build their careers in a variety of rewarding professions.

**DEGREE REQUIREMENTS**

Students earning a Bachelor of Science from the Department of Media must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.
2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.
3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.
4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.
5. Complete an exit survey and submit a resume prior to graduation.

p. 164

**~~Major in Journalism~~**

**~~Bachelor of Science~~**

**~~Emphasis in News~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |
| --- |
| **~~University Requirements:~~**  |
| ~~See University General Requirements for Baccalaureate degrees (p. 40)~~  |
| **~~First Year Making Connections Course:~~**  | **~~Sem. Hrs.~~**  |
| ~~UC 1013, Making Connections~~  | **~~3~~**  |
| **~~General Education Requirements:~~**  | **~~Sem. Hrs.~~**  |
| ~~See General Education Curriculum for Baccalaureate Degrees (p. 82)~~ *~~JOUR/RTV 1003 will NOT be accepted to fulfill General Education Requirements in this major.~~* **~~Students with this major must take the following:~~** *~~SCOM 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~*  | **~~35~~**  |
| **~~Emphasis Area (News):~~**  | **~~Sem. Hrs.~~**  |
| ~~JOUR 1003, Mass Communications in Modern Society~~  | ~~3~~  |
| ~~JOUR 2003, News Writing~~  | ~~3~~  |
| ~~JOUR 2013, News Reporting~~  | ~~3~~  |
| ~~JOUR 3003, Feature and Magazine Article Writing~~  | ~~3~~  |
| ~~JOUR 3043, Photography~~  | ~~3~~  |
| ~~JOUR 3053, Introduction to Visual Communication~~  | ~~3~~  |
| ~~JOUR 3063, News Editing~~  | ~~3~~  |
| ~~JOUR 3073, News Design~~  | ~~3~~  |
| ~~JOUR 3083, History of the Mass Media~~  | ~~3~~  |
| ~~JOUR 4053, Public Affairs Reporting~~  | ~~3~~  |
| ~~JOUR 4073, Communications Law and Ethics~~  | ~~3~~  |
| ~~MCOM 1001, Media Grammar and Style~~  | ~~1~~  |
| **~~Select two of the following:~~** ~~JOUR 3373, Introduction to Internet Communications~~ ~~JOUR 4013, Advanced Photojournalism~~ ~~JOUR 4373, Internet Communications~~ ~~RTV 3023, Video Production~~ ~~RTV 3033, Video Post Production~~ ~~RTV 4363, Multimedia Storytelling~~ ~~Other College of Communications Electives as approved by instructor~~  | ~~6~~  |
| **~~Sub-total~~**  | **~~40~~**  |
| **~~Minor:~~**  | **~~Sem. Hrs.~~**  |
| *~~Must be outside of the College of Communications and approved by advisor.~~*  | **~~18-21~~**  |
| **~~Electives:~~**  | **~~Sem. Hrs.~~**  |
| ~~Electives~~  | **~~21-24~~**  |
| **~~Total Required Hours:~~**  | **~~120~~** |

p. 165

~~Major in Journalism~~

**~~Bachelor of Science~~**

**~~Emphasis in Photojournalism~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |
| --- |
| ~~University Requirements:~~  |
| ~~See University General Requirements for Baccalaureate degrees (p. 40)~~  |
| **~~First Year Making Connections Course:~~**  | ~~Sem. Hrs.~~  |
| ~~UC 1013, Making Connections~~  | ~~3~~  |
| **~~General Education Requirements:~~**  | ~~Sem. Hrs.~~  |
| ~~See General Education Curriculum for Baccalaureate Degrees (p. 82)~~ *~~JOUR/RTV 1003 will NOT be accepted to fulfill General Education Requirements in this major.~~* ~~Students with this major must take the following:~~ *~~SCOM 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~*  | ~~35~~  |
| **~~Emphasis Area (Photojournalism):~~**  | ~~Sem. Hrs.~~  |
| ~~JOUR 1003, Mass Communications in Modern Society~~  | ~~3~~  |
| ~~JOUR 2003, News Writing~~  | ~~3~~  |
| ~~JOUR 2013, News Reporting~~  | ~~3~~  |
| ~~JOUR 3003, Feature and Magazine Article Writing OR~~ ~~JOUR 4053 Public Affairs Reporting~~  | ~~3~~  |
| ~~JOUR 3043, Photography~~  | ~~3~~  |
| ~~JOUR 3053, Introduction to Visual Communication~~  | ~~3~~  |
| ~~JOUR 3063, News Editing~~  | ~~3~~  |
| ~~JOUR 3073, News Design~~  | ~~3~~  |
| ~~JOUR 3093, Photojournalism~~  | ~~3~~  |
| ~~JOUR 4013, Advanced Photojournalism~~  | ~~3~~  |
| ~~JOUR 4073, Communications Law and Ethics~~  | ~~3~~  |
| ~~MCOM 1001, Media Grammar and Style~~  | ~~1~~  |
| ~~Select two of the following:~~ ~~JOUR 3373, Introduction to Internet Communications~~ ~~RTV 3023, Video Production~~ ~~RTV 3033, Video Post Production~~ ~~RTV 4363, Multimedia Storytelling~~ ~~JOUR 3083, History of Mass Media~~ ~~Other College of Communications Electives as approved by instructor~~  | ~~6~~  |
| ~~Sub-total~~  | ~~40~~  |
| **~~Minor:~~**  | ~~Sem. Hrs.~~  |
| *~~Must be outside of the College of Communications and approved by advisor.~~*  | ~~18-21~~  |
| **~~Electives:~~**  | ~~Sem. Hrs.~~  |
| ~~Electives~~  | ~~21-24~~  |
| **~~Total Required Hours:~~**  | **~~120~~** |

p. 166

**~~Major in Journalism~~**

**~~Bachelor of Science~~**

**~~Emphasis in Graphic Communications~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |
| --- |
| **~~University Requirements:~~**  |
| ~~See University General Requirements for Baccalaureate degrees (p. 40)~~  |
| **~~First Year Making Connections Course:~~**  | **~~Sem. Hrs.~~**  |
| ~~UC 1013, Making Connections~~  | **~~3~~**  |
| **~~General Education Requirements:~~**  | **~~Sem. Hrs.~~**  |
| ~~See General Education Curriculum for Baccalaureate Degrees (p. 82)~~ *~~JOUR/RTV 1003 will NOT be accepted to fulfill General Education Requirements in this major.~~* **~~Students with this major must take the following:~~** *~~SCOM 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~*  | **~~35~~**  |
| **~~Emphasis Area (Graphic Communications):~~**  | **~~Sem. Hrs.~~**  |
| ~~GCOM 2673, Digital Prepress~~  | ~~3~~  |
| ~~GCOM 3603, Graphic Production Systems~~  | ~~3~~  |
| ~~GCOM 4623, Graphic Communications Management~~  | ~~3~~  |
| ~~JOUR 1003, Mass Communications in Modern Society~~  | ~~3~~  |
| ~~JOUR 2003, News Writing~~  | ~~3~~  |
| ~~JOUR 3043, Photography~~  | ~~3~~  |
| ~~JOUR 3053, Introduction to Visual Communication~~  | ~~3~~  |
| ~~JOUR 3073, News Design~~  | ~~3~~  |
| ~~JOUR 3373, Introduction to Internet Communications~~  | ~~3~~  |
| ~~JOUR 3673, Desktop Publishing and Publication Design~~  | ~~3~~  |
| ~~JOUR 4073, Communications Law and Ethics~~  | ~~3~~  |
| ~~MCOM 1001, Media Grammar and Style~~  | ~~1~~  |
| ~~RTV 4363, Multimedia Storytelling~~  | ~~3~~  |
| ~~JOUR/RTV Elective~~ *~~Or other College of Communications Electives as approved by instructor~~*  | ~~3~~  |
| **~~Sub-total~~**  | **~~40~~**  |
| **~~Minor:~~**  | **~~Sem. Hrs.~~**  |
| *~~Must be outside of the College of Communications and approved by advisor.~~*  | **~~18-21~~**  |
| **~~Electives:~~**  | **~~Sem. Hrs.~~**  |
| ~~Electives~~  | **~~21-24~~**  |
| **~~Total Required Hours:~~**  | **~~120~~** |

p. 167

**~~Major in Journalism~~**

**~~Bachelor of Science~~**

**~~Emphasis in Advertising~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |
| --- |
| **~~University Requirements:~~**  |
| ~~See University General Requirements for Baccalaureate degrees (p. 40)~~  |
| **~~First Year Making Connections Course:~~**  | **~~Sem. Hrs.~~**  |
| ~~UC 1013, Making Connections~~  | **~~3~~**  |
| **~~General Education Requirements:~~**  | **~~Sem. Hrs.~~**  |
| ~~See General Education Curriculum for Baccalaureate Degrees (p. 82)~~ *~~JOUR/RTV 1003 will NOT be accepted to fulfill General Education Requirements in this major.~~* **~~Students with this major must take the following:~~** *~~SCOM 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~*  | **~~35~~**  |
| **~~Emphasis Area (Advertising):~~**  | **~~Sem. Hrs.~~**  |
| ~~JOUR 1003, Mass Communications in Modern Society~~  | ~~3~~  |
| ~~JOUR 2003, News Writing~~  | ~~3~~  |
| ~~JOUR 3023, Principles of Advertising~~  | ~~3~~  |
| ~~JOUR 3033, Advertising Elements and Execution~~  | ~~3~~  |
| ~~JOUR 3143, Strategic Writing~~  | ~~3~~  |
| ~~JOUR 3363, Communications Research~~  | ~~3~~  |
| ~~JOUR 3673, Desktop Publishing~~ **~~OR~~** ~~GCOM 1813, Introduction to Digital Publishing~~  | ~~3~~  |
| ~~JOUR 4003, Media Planning and Account Management~~  | ~~3~~  |
| ~~JOUR 4033, Advertising Case Studies and Campaigns~~  | ~~3~~  |
| ~~JOUR 4073, Communications Law and Ethics~~  | ~~3~~  |
| ~~MCOM 1001, Media Grammar and Style~~  | ~~1~~  |
| ~~PR 3003, Principles of Public Relations~~ **~~OR~~** ~~PR 4113, Integrated Marketing Communications~~  | ~~3~~  |
| **~~Select two of the following:~~** ~~JOUR 3043, Photography~~ ~~JOUR 3373, Introduction to Internet Communications~~ ~~JOUR 4213, Social Media in Strategic Communications~~ ~~PR 4113, Integrated Marketing Communications~~ ~~PR 3003, Principles of Public Relations~~ ~~PR 4603, Crisis Communications~~ ~~Other College of Communications Electives as approved by instructor~~  | ~~6~~  |
| **~~Sub-total~~**  | **~~40~~**  |
| **~~Minor:~~**  | **~~Sem. Hrs.~~**  |
| *~~Must be outside of the College of Communications and approved by advisor.~~*  | **~~18-21~~**  |
| **~~Electives:~~**  | **~~Sem. Hrs.~~**  |
| ~~Electives~~  | **~~21-24~~**  |
| **~~Total Required Hours:~~**  | **~~120~~** |

p. 168

**~~Major in Journalism~~**

**~~Bachelor of Science~~**

**~~Emphasis in Public Relations~~**

~~A complete 8-semester degree plan is available at http://registrar.astate.edu/.~~

|  |
| --- |
| **~~University Requirements:~~**  |
| ~~See University General Requirements for Baccalaureate degrees (p. 40)~~  |
| **~~First Year Making Connections Course:~~**  | **~~Sem. Hrs.~~**  |
| ~~UC 1013, Making Connections~~  | **~~3~~**  |
| **~~General Education Requirements:~~**  | **~~Sem. Hrs.~~**  |
| ~~See General Education Curriculum for Baccalaureate Degrees (p. 82)~~ *~~JOUR/RTV 1003 will NOT be accepted to fulfill General Education Requirements in this major.~~* **~~Students with this major must take the following:~~** *~~SCOM 1203, Oral Communication (Required Departmental Gen. Ed. Option)~~*  | **~~35~~**  |
| **~~Emphasis Area (Public Relations):~~**  | **~~Sem. Hrs.~~**  |
| ~~JOUR 1003, Mass Communications in Modern Society~~  | ~~3~~  |
| ~~JOUR 2003, News Writing~~  | ~~3~~  |
| ~~JOUR 3143, Strategic Writing~~  | ~~3~~  |
| ~~JOUR 3363, Communications Research~~  | ~~3~~  |
| ~~JOUR 3673, Desktop Publishing~~ **~~OR~~** ~~GCOM 1813, Introduction to Digital Publishing~~  | ~~3~~  |
| ~~JOUR 4073, Communications Law and Ethics~~  | ~~3~~  |
| ~~MCOM 1001, Media Grammar and Style~~  | ~~1~~  |
| ~~PR 3003, Principles of Public Relations~~  | ~~3~~  |
| ~~PR 3013, Public Relations Tools and Techniques~~  | ~~3~~  |
| ~~PR 4013, Practicum in Public Relations~~  | ~~3~~  |
| ~~PR 4033, Public Relations Case Studies and Campaigns~~  | ~~3~~  |
| ~~PR 4113, Integrated Marketing Communications~~ **~~OR~~** ~~JOUR 3023 Principles of Advertising~~  | ~~3~~  |
| **~~Select two of the following:~~** ~~JOUR 3023, Principles of Advertising~~ ~~JOUR 3043, Photography~~ ~~JOUR 3373, Introduction to Internet Communications~~ ~~JOUR 4213, Social Media in Strategic Communications~~ ~~PR 4113, Integrated Marketing Communications~~ ~~PR 4603, Crisis Communications~~ ~~Other College of Communications Electives as approved by instructor~~  | ~~6~~  |
| **~~Sub-total~~**  | **~~40~~**  |
| **~~Minor:~~**  | **~~Sem. Hrs.~~**  |
| *~~Must be outside of the College of Communications and approved by advisor.~~*  | **~~18-21~~**  |
| **~~Electives:~~**  | **~~Sem. Hrs.~~**  |
| ~~Electives~~  | **~~21-24~~**  |
| **~~Total Required Hours:~~**  | **~~120~~** |

p. 169

~~Department of Journalism Minors~~

**~~Minor in Journalism~~**

|  |  |
| --- | --- |
| **~~Required Courses:~~**  | **~~Sem. Hrs.~~**  |
| ~~JOUR 2003, News Writing~~  | ~~3~~  |
| ~~MCOM 1001, Media Grammar and Style~~  | ~~1~~  |
| ~~Three hours from the following journalism emphasis areas: News, Graphic Communications, Photojournalism, Advertising, Public Relations~~  | ~~3~~  |
| ~~Twelve upper-level hours from the following journalism emphasis areas: News, Graphic Communications, Photojournalism, Advertising, Public Relations~~  | ~~12~~  |
| **~~Total Required Hours:~~**  | **~~19~~**  |

p. 170

**Major in Multimedia Journalism**

**Bachelor of Science**

**Emphasis in Broadcast Journalism**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

 See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

 UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

 See General Education Curriculum for Baccalaureate Degrees (p.82) 35

 **Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

 MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

JOUR 2013, Multimedia Reporting 3

JOUR 3363, Communications Research 3

JOUR 4053, Advanced Reporting 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 22

**Emphasis Area (Broadcast Journalism) Sem. Hrs.**

JOUR 3003, Reporting for Electronic Media 3

JOUR 3103, Electronic News Gathering 3

JOUR 4343, News Production and Performance 3

**Sub-total 9**

**College Electives Sem. Hrs.**

 Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

 Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

 Electives 14-17

**Total Required Hours: 120**

**Major in Multimedia Journalism**

**Bachelor of Science**

**Emphasis in Photojournalism**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

 See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

 UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

 See General Education Curriculum for Baccalaureate Degrees (p.82) 35

 **Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

 MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

JOUR 2013, Multimedia Reporting 3

JOUR 3363, Communications Research 3

JOUR 4123, Media Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 19

**Emphasis Area (Photojournalism) Sem. Hrs.**

AD 3193, Advanced Photography 3

JOUR 3043, Photography 3

JOUR 3093, Photojournalism 3

JOUR 4013, Advanced Photojournalism 3

**Sub-total 12**

**College Electives Sem. Hrs.**

 Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

 Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

 Electives 14-17

**Total Required Hours: 120**

**Major in Multimedia Journalism**

**Bachelor of Science**

**Emphasis in News Editorial**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

 See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

 UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

 See General Education Curriculum for Baccalaureate Degrees (p.82) 35

 **Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

 MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

JOUR 2013, Multimedia Reporting 3

JOUR 3363, Communications Research 3

JOUR 4053, Advanced Reporting 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 22

**Emphasis Area (Specialized Reporting) Sem. Hrs.**

JOUR 3043, Photography 3

JOUR 3063, News Editing 3

JOUR 3073, News Design 3

**Sub-total 9**

**College Electives Sem. Hrs.**

 Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

 Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

 Electives 14-17

**Total Required Hours: 120**

**Major in Multimedia Journalism**

**Bachelor of Science**

**Emphasis in Sports Reporting**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

 See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

 UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

 See General Education Curriculum for Baccalaureate Degrees (p.82) 35

 **Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

 MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

JOUR 2013, Multimedia Reporting 3

JOUR 3363, Communications Research 3

JOUR 4053, Advanced Reporting 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 22

**Emphasis Area (Sports Reporting) Sem. Hrs.**

CMP 3573, Sports Production 3

JOUR 4083, Sports, Business and Opinion Writing 3

JOUR 4573, Sportscasting 3

**Sub-total 9**

**College Electives Sem. Hrs.**

 Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

 Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

 Electives 14-17

**Total Required Hours: 120**

COLLEGE OF MEDIA AND COMMUNICATION~~S~~

The frequency of course offering is indicated following each course description. If not otherwise indicated, the course will be scheduled for each enrollment period. **The university reserves the right to change course scheduling when circumstances dictate such changes.**

**~~Mass~~ Media and Communication~~s~~ (MCOM)**

**MCOM 1001. Media Grammar and Style** Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with ~~JOUR/RTV~~ **MCOM** 2003, ~~News~~ **Media** Writing, with consent of chair. Test-out option available. Fall, Spring, Summer.

**~~JOUR~~ MCOM 1003. Mass Communications in Modern Society** ~~Survey of the varied fields of mass communications, with emphasis on their functions, operations, and problems in a democracy. Cross listed as RTV 1003~~. A study of the interaction between society and mass communication through the lenses of history, theory, economics, culture, law, and technology.

**~~JOUR~~ MCOM 2003. ~~News~~ Media Writing** Basic ~~news~~ writing for print, broadcast and Internet media. Course includes attention to news style and grammar. Word processing skills required. Prerequisite, C or better in ENG 1003. ~~Cross listed as RTV 2003~~. Fall, Spring, Summer.

**~~JOUR 3053~~ MCOM 2053 Introduction to Visual Communications** ~~Exploration~~ Analysis and application of visual messages with text for ~~publication in~~ multiple media outlets. Fall, Spring.

**MCOM 3001 Professional Seminar** The study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively. Fall, Spring.

**~~JOUR~~ MCOM 4063. Internship** Supervised work in an approved ~~media~~ communications-related ~~industry~~ setting. Prerequisite, consent of the department chair. Summer.

**~~JOUR~~ MCOM 4073. Communications Law and Ethics** Legal and ethical limitations and privileges af- fecting the mass media. ~~Cross listed as RTV 4073~~. Fall, Spring, Summer.

**DEPARTMENT OF ~~JOURNALISM~~ MEDIA**

**Graphic Communications (GCOM)**

**GCOM 1613. Graphic Communication Systems** An exploration of the industrial materials and processes utilized for graphic preparation and reproduction including lithography, gravure, flexog­raphy, screen printing, and nonimpact printing processes. Classroom, industrial visitation and laboratory format. Fall, Spring.

**GCOM 1813. Introduction to Digital Publishing** An overview of the preparation of digital graphics, photographs and text for publication, and of their interrelationships. Includes application of current digital publishing software programs. Fall, Spring.

**GCOM 2673. Digital Prepress** Comprehensive overview of the major prepublishing workflow elements and the options or their interrelationships. Fall.

**~~GCOM 3003. Internship~~** ~~Students will be required to work and study in an approved position. Prerequisite, GCOM 1613. Consent of Department Chair and printing faculty required. Fall, Spring, Summer.~~

**GCOM 3603. Graphic Production Systems** An exploration of the Press and Post Press processes of graphic reproduction and publishing. Critical aspects unique to each process will be studied including copy preparation, image carriers, image transfer systems, substrates, inks/toners and post press operations. Each process will be studied through classroom experiences, industrial visitations and/or laboratory experiences. Prerequisite, GCOM 1613. Spring.

**~~JOUR~~ GCOM 3673. Desktop Publishing and Publication Design** Electronic publishing and publication design using desktop publishing software programs. Fall, Spring, Summer. Course Fee $25.00

**GCOM 4613. Post Press and Distribution Management** Study of functions occurring after the material has been imaged, including case, mechanical and perfect binding and finishing opera­tions. Additional components include web finishing, selective binding, ink jet imaging, and postal regulations and distribution. Prerequisite, GCOM 1613. Spring

**GCOM 4623. Graphic Communications Estimating and Scheduling** Focus on establishing cost centers and budgeted hourly rates, estimating and pricing materials and buyouts, and analyzing and communicating production schemes for graphic reproduction. Prerequisites, GCOM 3603. Spring.

**GCOM 4643. Graphic Communications Management Seminar** Management issues specific to the graphic communications industry including quality assurance, sales and customer relations, marketing , scheduling production, laws, ethics, and government interface. Lecture based on course with industry visitations. Prerequisites, GCOM 3603. Fall.

**GCOM 4683. Graphic Publication Production** Opportunity for students to plan production, deter­mine related costs, coordinate and perform production, control quality and develop a portfolio of a complete production experience. Lecture, industry visitations and laboratory format. Prerequisites, GCOM 1613 and GCOM 3803. Fall.

**GCOM 4783. Electronic Innovations in Graphic Communications** Course designed to cover the concepts of digital imagery and output, on demand printing, pagination, multimedia production, databases, interactive design, electronic sales and customer relations. Classroom, laboratory and industry visitation experiences. Prerequisites, GCOM 1613 and RTV 4363. Permission of instructor required. Fall, odd.

The bulletin can be accessed at http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot

419

**GCOM 488V. Special Problems in Graphic Communications** Designed to provide individually directed research in some special area of printing for seniors. Should be arranged in consultation with a professor in the specified field of interest prior to the semester of study and approved by the department chair. A written paper is required. Fall, Spring, Summer.

**~~Journalism~~ Multimedia Journalism (JOUR)**

**~~JOUR 1003. Mass Communications in Modern Society~~** ~~Survey of the varied fields of mass communications, with emphasis on their functions, operations, and problems in a democracy. Cross listed as RTV 1003. Fall, Spring.~~

**~~JOUR 2003. News Writing~~** ~~Basic news writing for print, broadcast and Internet. Course includes attention to news style and grammar. Word processing skills required. Prerequisite, C or better in ENG 1003. Cross listed as RTV 2003. Fall, Spring, Summer.~~

**JOUR 2010. ~~News~~ MultimediaReporting Laboratory** Laboratory for ~~News~~ Multimedia Reporting. Must be taken con­currently with JOUR 2013. Fall, Spring.

**JOUR 2013. ~~News~~ Multimedia Reporting** Techniques of ~~news gathering~~ newsgathering, with practical experience in inter­viewing and ~~writing~~ reporting for ~~publication~~ news media. ~~Requires three hours of laboratory work per week~~ Must be taken concurrently with JOUR 2010. Prerequisite, C or better in ~~JOUR~~ MCOM 2003 and CMP 2313 or consent of instructor. Fall, Spring.

**JOUR 3001. Contemporary Events and the Mass Media** Weekly review of news events and the mass medias coverage of them. Fall, Spring.

**JOUR 3003. Feature and Magazine Article Writing** Methods of gathering material for feature stories through interviews, research, and observation, practice in writing the article. Requires three hours of laboratory work per week. Prerequisite, JOUR 2013. Fall.

**~~JOUR 3013. Principles of Public Relations~~** ~~Nature and theoretical foundation of public relations, its role in society, practitioners and dynamics of the process. Fall, Spring, Summer.~~

**~~JOUR 3023. Principles of Advertising~~** ~~Advertising history, theory and practice, including tradi­tional and nontraditional media. Fall, Spring.~~

**~~JOUR 3033. Advertising Elements and Execution~~** ~~Principles and practices in creating and critiquing advertising messages across media platforms. Prerequisites, JOUR 2003 and JOUR 3023. Fall~~

**JOUR 3040. Photography Laboratory** Laboratory for Photography. Must be taken concurrently with JOUR 3043. Fall, Spring.

**JOUR 3043. Photography** Elements of composition, camera, darkroom techniques and digital photography. Requires three hours of laboratory work per week. Lab fee, $10.00. Special course fee, $10.00. Fall, Spring.

**~~JOUR 3053 Introduction to Visual Communications~~** ~~Exploration of visual messages with text for publication in media outlets. Fall, Spring.~~ **~~JOUR 3060 News Editing Laboratory~~** ~~Laboratory for News Editing. Must be taken concurrently with JOUR 3063. Fall.~~

**JOUR 3063. News Editing** Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design. Prerequisite, JOUR 2013. Fall.

**JOUR 3073. News Design** Principles of visual communication, digital and print media design, elements and practices of digital and press publication, media economic theory and practice. Prerequisite, JOUR 2013. Spring.

**JOUR 3083. History of the Mass Media** History of the mass media newspapers, magazines, radio, television and new technology from colonial days to the present. Spring.

**JOUR 3090. Photojournalism Laboratory** Laboratory for Photojournalism. Must be taken concurrently with JOUR 3093. Spring.

The bulletin can be accessed at http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot

420

**JOUR 3093. Photojournalism** Practical experience with digital photography and layout for print media, use of image editing software, color theory, scanning input and output devices. Students required to submit projects for student publications and cover news events. Requires three hours of laboratory work per week. Prerequisites, JOUR 2003 and JOUR 3043 or consent of instructor. Special course fee, $10.00. Spring.

**~~RTV~~ ~~3003~~ JOUR 3203. Reporting for the Electronic Media** Gathering, writing, and reporting news and features for the electronic media, including radio and television, cable, and the Internet. Prerequi­site, C or better in ~~RTV~~ MCOM 2003. Word processing skills required. Fall, Spring.

**JOUR 3363. Communications Research** Study and use of research tools and theories available for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied research as applied to the media. Cross listed as RTV 3363. Fall, Spring.

**JOUR 3373. Introduction to Internet Communications** Introductory course in the use of the internet as a communication delivery system. The course addresses Internet history, its develop­ment and future applications for communications. Basic computer competency required. Cross Listed RTV 3373. Fall, Spring.

**~~RTV 3103~~ JOUR 3403. Electronic News Gathering** Advanced reporting techniques, story development process and tools needed to interview and write, report and edit video news stories. Stories pro­duced will be used to enhance newscast development. Prerequisite, C or better in MCOM 2003, ~~RTV 3024~~ **CMP 2353**, and **~~RTV~~ ~~3003~~ JOUR 3203**, or consent of instructor. Fall, Spring.

**~~JOUR 3673. Desktop Publishing and Publication Design~~** ~~Electronic publishing and publication design using desktop publishing software programs. Fall, Spring, Summer. Course Fee $25.00~~

**~~JOUR 3943. Strategic Writing~~** ~~Writing forms and styles across multimedia platforms. Funda­mentals and practice in preparation of strategic messages for various channels of communications, including controlled and uncontrolled media. Students will develop skills in information gathering, writing styles, editing, critical thinking and audience analysis. Prerequisites: JOUR 2003 and either PR 3003 or JOUR 3023. Fall, Spring.~~

**~~JOUR 4003. Media Planning and Account Management~~** ~~This is an advanced advertising course in strategic media placement and the management of client/agency relationships. Spring.~~

**JOUR 4010. Advanced Photojournalism Laboratory** Laboratory for Advanced Photojournalism. Must be taken concurrently with JOUR 4013. Fall.

**JOUR 4013. Advanced Photojournalism** Digital photojournalism with emphasis on ethics and role of photojournalist in society. Students are expected to prepare a portfolio of work upon completion of the course. Six hours of laboratory work per week. Prerequisite, JOUR 3093. Special course fee, $25.00. Fall.

**~~JOUR 4033. Advertising Case Studies and Campaigns~~** ~~Study of recent advertising cases and campaigns involving business, industry, institutions and government. Students create a compre­hensive advertising campaign for a given client. Prerequisite, JOUR 3033, JOUR 3143 and JOUR 3363. Spring.~~

**JOUR 4043. Studies in Newspaper Management** Study of business and editorial management of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotional problems. Fall, even.

**JOUR 4050. ~~Public Affairs~~ Advanced Reporting Laboratory** Laboratory for ~~Public Affairs~~ Advanced Reporting. Must be taken concurrently with JOUR 4053. Spring.

**JOUR 4053. ~~Public Affairs~~ Advanced Reporting Reporting** ~~IInstruction~~ Instruction and practice in gathering material and ~~writing~~ reporting stories on public affairs, emphasis on courts and government. ~~Requires three hours of laboratory work per week~~. Must be taken with lab JOUR 4050. Prerequisite, C or better in JOUR 2013 or consent of instructor. Spring.

**~~JOUR 4063. Internship~~** ~~Supervised work in an approved media-related industry. Prerequisite, consent of the department chair. Summer.~~

**JOUR 4083. Sports, Business and Opinion Writing** Techniques of newswriting and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisite, C or better in JOUR 2013 or consent of instructor or department chair. Spring, odd.

**~~JOUR 4113. Integrated Communications Strategies~~** ~~Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship~~

The bulletin can be accessed at http://www2.astate.edu/a/registrar/tools-forms/bulletins.dot

421

**JOUR 4123. Media Management and Entrepreneurship** Teaches students tools that develop entrepreneurial characteristics that will assist in developing media content for use by multiple media platforms. Students learn business finance, client interaction, ethics and develop content that can be distributed through the departments media outlets.

**JOUR 4213. Social Media in Strategic Communications** This course examines concepts and applications of social media within mass communications, news, advertising, and public relations industries. We will explore and apply social media tools, integrating them into an organization’s overall communication strategy. Spring

**JOUR 4323. Race, Gender and Media** Survey of the interface between Americans of color, women and the mass media in the United States. Fall.

**~~RTV~~ ~~4320~~ JOUR 4340. News Production and Performance Laboratory** Laboratory section for News Production and Performance. Must be taken concurrently with **~~RTV~~ ~~4323~~ JOUR 4343**. Fall, Spring.

**~~RTV~~ ~~4323~~ JOUR 4343. News Production and Performance** Experience in producing news programs. Stu­dents exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and nonverbal communication relative to on camera delivery. Prerequisites, **~~RTV~~ JOUR** 3103 or consent of instructor. $25 special course fee. Fall, Spring.

**JOUR 4373. Internet Communications** Internet Communications provides students with a thorough understanding and practice in the use of the Information Superhighway. The course will also look at new opportunities for communications professionals. Prerequisite, Basic computer competency. Fall, Spring, Summer.

**JOUR 4552 Photojournalism Practicum and Professional Development** Individualized and supervised placement in specific professional settings. Students will work with professionals in the field under faculty supervision. Pre-requisite: JOUR 3093. Spring

**~~RTV~~ JOUR 4573. Sportscasting** Theory and practical application of sportscasting for radio and televi­sion. Dual listed with RTV 5573. Fall.

**JOUR 488V. Special Problems in Journalism** Prerequisite, approval of department chair and faculty. Fall, Spring, Summer.

**~~Mass Communications (MCOM)~~**

**~~MCOM 1001. Media Grammar and Style~~** ~~Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with JOUR/RTV 2003, News Writing, with consent of chair. Test-out option available. Fall, Spring, Summer.~~

**~~Public Relations (PR)~~**

**~~PR 3003. Principles of Public Relations~~** ~~Nature and theoretical foundation of public relations, its role in society, practitioners and dynamics of the process. Fall, Spring, Summer.~~

**~~PR 3013. Public Relations Tools and Techniques~~** ~~Analysis and application of public relations tools and techniques with an emphasis on public relations writing, specialized publications, and strategy for working with corporate and noncorporate organizations. Prerequisite, JOUR 2003 and PR 3003. Fall, Spring.~~

**~~PR 4013. Public Relations Practicum and Professional Development~~** ~~Advanced PR course requiring application of skills in supervised work with various businesses, institutions, organizations and social agencies. Student will work a minimum of 10 hours per week outside the classroom with assigned workplace mentor. Consent of instructor required. Fall, Spring.~~

**~~PR 4023. Public Opinion, Propaganda and the Mass Media~~** ~~Survey of public opinion for­mation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda. Fall.~~

**~~PR 4033. Public Relations Case Studies and Campaigns~~** ~~Study of recent public relations cases and campaigns involving business, industry, institutions, and government. Students create a comprehensive public relations campaign for a given client. Prerequisites, JOUR 3363, JOUR 3143 and PR 3013. Spring.~~

**~~PR 4113. Integrated Marketing Communications~~** ~~Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, JOUR 3023, PR 3003, or MKTG 3013. Fall, Spring.~~

**~~PR 4603. Crisis Communication~~** ~~An investigation of communications during crises, focusing on public relations, advertising and other persuasive efforts by institutions, corporations, movement leaders, and citizens to describe, persuade and shape human interactions with their environment during a crisis. Fall, Spring.~~

**~~PR 4633. Trending Topics~~** ~~Exploration of current topics and issues in public relations and advertising. Fall, Spring.~~

**Proposal - 1
NEW CERTIFICATE OR DEGREE PROGRAM**

**1. Proposed Program Title**

Multimedia Journalism

**2. CIP Code Requested**

09.04

**3. Contact Person** (Name, Name of Institution, Address, Email Address, Phone Number)

Brad Rawlins, Arkansas State University, PO Box 540 State University, 72467, brawlins@astate.edu, 870-972-3161

**4. Proposed Starting Date**

Fall 2013

**5. Program Summary**

a. Provide a general description of the proposed program. Include overview of any curriculum additions or modifications; program costs; faculty resources, library resources, facilities and equipment; purpose of the program; and any information that will serve as introduction to the program.

This is not a new program from scratch; it is a merging of programs that have existed previously in two different departments. Journalism has been located as print journalism in the Journalism Department, and broadcast journalism in the Radio and Television Department. Both programs had been developing multimedia aspects to journalism. The changes in the journalism profession have lead to a greater need for multimedia journalism and there is a need to bring the journalism programs together to address these changes. So, the newly named program will be composed of journalism courses that were previously split between the Journalism and Radio and Television degrees.

b. List existing degree programs that support the proposed program.

NA

**6. Need for the program**

a. Provide survey data (number not percentage) on student interest (number of students planning to enroll), job availability, corporate demands and employment/wage projections. Focus mostly on state needs and less on regional and national needs, unless applicable to the program. Survey data can be obtained by telephone, letters of interest, student inquiry, etc. Focus mostly on state needs for undergraduate programs; and state, regional and national needs for graduate programs.

Since this isn’t a new program, but a restructured program, student interest is determined by the number of students enrolled in these courses, and the information about the graduates from those programs. We currently have more than 70 students enrolled in the journalism programs (and likely have more because another 81 of our majors have not identified their specific emphasis within the college). The last survey of our graduates in 2008 had a response rate of 52 out of 62 graduates. Of the 18 graduates in journalism areas, 100% of those students were employed and 78 percent held jobs within the journalism arena. Currently, we have alumni working at nearly every major and minor media market in the state of Arkansas and region including (but not limited to): KAIT, Jonesboro Sun, KARK TV, Heber Sun-Times, West Memphis Evening Times, Clear Channel in Little Rock, Arkansas Democrat Gazette, KATV, Memphis Commercial Appeal, and KTHV-TV. We also have students employed in several major media markets including Los Angeles, Chicago, Philadelphia, and Washington D.C. Industry reports, current academic research in the field of media and alumni feedback (formally and informally) have clearly highlighted several trends and shifts in the field of journalistic media. First, it seems clear that the current market demands that students be trained across multiple platforms in the area of journalism as opposed to the traditional print/broadcast only formats. At the same time, the industry seems to be demanding that students become established experts in a specific field as opposed to simply being trained as generalists. To those ends, our college seeks to create a major that can accommodate both of these demands. Combining our now separated platforms of journalism into one program will create the specificity and flexibility students need to enter the current market as trained professionals. Specifically, we are building a core around multimedia journalism with possible emphasis areas in the contexts of broadcast, news editorial, photojournalism and sports journalism. This assimilation of programs mirrors national trends recorded by the Accrediting Council on Education in Journalism and Mass Communication (our external accrediting body). Of the 20 recently re-accredited programs nationally, fourteen have converged the areas of journalism into a comprehensive unit/department.

b. Provide names/types of organizations/businesses surveyed.

Due to the fact that this isn’t technically a new program, but rather a restructured program, we have not done organizational based surveys. The decision to assimilate our journalism programs under one unit was made because of state and national trends, current media based research, alumni feedback, and information from state and regional based professionals in the field of journalistic media. A synopsis of that data clearly identifies an unfolding and shifting job market that demands the type of synergy across multiple platforms that our current structure cannot support.

c. Letters of support should address the following when relevant: the number of current/anticipated job vacancies, whether the degree is desired or required for advancement, the increase in wages projected based on additional education, etc.

NA

d. Indicate if employer tuition assistance is provided or other enrollment incentives.

NA

**7. Curriculum outline**

a. Provide curriculum outline by semester.

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communication 3

**Year 2 Fall Semester Sem. Hrs.**

CMP 2313 Multimedia Production 3

**Year 2 Spring Semester Sem. Hrs.**

JOUR 2013 Multimedia Reporting 3

JOUR 3363 Communication Research Methods 3

**Year 3 Fall Semester Sem. Hrs.**

Multimedia Journalism Emphasis Course 3

College of Media and Communication Elective 3

Professional Seminar 1

**Year 3 Spring Semester Sem. Hrs.**

Multimedia Journalism Emphasis Course 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

Multimedia Journalism Emphasis Course 3

College of Media and Communication Elective 3

MCOM 4073 Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

JOUR 4053 Advanced Reporting 3

JOUR 4123 Media Entrepreneurship 3

**Total Hours 47**

b. Give total number of semester credit hours required for the program.

47

c. Identify new courses (provide course descriptions.)

CMP 2313 Multimedia Production. This course provides instruction on the tools and techniques for producing content across multiple platforms, including audio, video, print and digital.

MCOM 3001 Professional Seminar. This course is designed to give students an overview of professional careers, etiquette, and best practices in a broad range of communication and media based contexts.

CMP 3573 Sports Production. Theory and application of sports production for radio and television.

JOUR 4123 Media Entrepreneurship

d. Identify required general education courses, core courses and major courses.

Requires COMS Oral Communication in Gen Ed. All other Gen Ed requirements and listed in the bulletin. Core courses and major courses are listed above.

e. Identify courses currently offered via distance technology.

None

f. State program admission requirements

Same as university admission requirements

g. Describe specified learning outcomes and course examination procedures.

Learning outcomes for this program adhere to the values and competencies espoused by the journalism accrediting council. They are:

* understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
* understand concepts and apply theories in the use and presentation of images and information;
* demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* think critically, creatively and independently;
* conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work.

h. Include a copy of the course evaluation to be completed by the student.

Enter text...

**8. Faculty**

a. List the names and credentials of all faculty teaching courses in the proposed program*. (For associate and above: A minimum of one full-time faculty member with appropriate credentials is required.)*

Mary Jackson Pitts, PhD, Professor

Lillie Fears, PhD, Professor

Sandra Combs, MS, Assistant Professor (20 years journalism experience)

Gabriel Tait, PhD, Assistant Professor

Bonnie Thrasher, MA, Instructor

Larz Roberts, MA, Instructor

b. Total number of faculty required (number of existing faculty, number of new faculty). For new faculty provide the expected credentials/experience and expected hire date.

6

c. For proposed graduate programs provide the curriculum vita for faculty teaching in the program, and the expected credentials for new faculty and expected hire date.

NA

**9. Description of resources**

a. Current library resources in the field.

Same as currently exists

b. Current instructional facilities including classrooms, instructional equipment and technology, laboratories (if applicable)

Same as currently exists

c. New resources required, including costs and acquisition plan

NA

**10. New program costs – Expenditures for the first 3 years of program operation**

a. New administrative costs

NA

b. Number of new faculty (full-time and part-time) and costs

NA

c. New library resources and costs

NA

d. New/renovated facilities and costs

NA

e. New instructional equipment and costs

NA

f. Distance delivery costs (if applicable)

NA

g. Other new costs (graduate assistants, secretarial support, supplies, faculty development, faculty/students research, etc.)

NA

h. No new costs (Explain)

No new costs because we are reorganizing existing program and using existing resources. Not a new program.

**11. Sources of funding – Income for the first 3 years of program operation**

a. Reallocation from which department, program, etc.

Reallocation from Department of Journalism to the Department of Media, where the Multimedia Journalism Program will be housed.

b. Tuition and fees (projected number of students multiplied by tuition/fees)

Same

c. State revenues (projected number of students multiplied by state general revenues)

Same

d. Other (grants, employers, special tuition rates, mandatory technology fees, program specific fees, etc.)

NA

**12. Organizational chart reflecting new program**Proposed program will be housed in (department/college)

Department of Media, in College of Media and Communication (see attached organizational chart)

**13. Specialized requirements**

a. Specialized accreditation requirements for program (name of accrediting agency)

The Journalism program and Radio and TV program are currently accredited by the Accrediting Council on Education in Journalism and Mass Communication. The new Multimedia Journalism program is in line with changes recommended by the accreditation council. Of the 20 recently re-accredited programs, 14 had converged the areas of journalism.

b. Licensure/certification requirements for student entry into the field

NA

*c. Provide documentation of Agency/Board approvals (education, nursing--initial approval required, health-professions, counseling, etc.)*

**14. Board of Trustees approval**Provide the date that the Board approved the proposed program

Enter date...

**15. Similar Programs**

**a. List institutions offering program**i. Proposed undergraduate program – list institutions in Arkansas

Enter text...

ii. Proposed master’s program – list institutions in Arkansas and region

Enter text...

iii. Proposed doctoral program – list institutions in Arkansas, region, and nation

Enter text...

b. Why is proposed program needed if offered at other institutions in Arkansas or region?

Enter text...

*c. Provide a copy of the written notification to other institutions in the area of the proposed program and their responses.*

Enter text...

**16. Desegregation**
State the total number of students, number of black students, and number of other minority students enrolled in related degree programs (if applicable)

Enter text...

**17. Institutional agreements/memorandum of understanding (MOU)**If the courses or academic support services will be provided by other institutions or organizations, include a copy of the signed MOU that outlines the responsibilities of each party and the effective dates of the agreement.

Enter text...

**18. Additional information requested by ADHE staff**

Enter text...

**Budget Form

Resource Requirements:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 1st Year (in dollars) | 2nd Year (in dollars) | 3rd year (in dollars) |
| Staffing(Number) |  |  |  |
|  Administrative/Professional | $Enter amount… | $ Enter amount… | $ Enter amount… |
|  Full-time Faculty | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  Part-time Faculty | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  Graduate Assistants | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  Clerical | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| Equipment & Instructional Materials | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Library | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| Other Support Services |  |  |  |
|  Supplies/Printing | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  Travel | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  Distance Technology | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  Other Services (specify): Enter text… | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| **Total** | **$ Enter amount…** | **$ Enter amount…** | **$ Enter amount…** |

 **Planned Funding Sources:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 1st Year (in dollars) | 2nd Year (in dollars) | 3rd year (in dollars) |
| New Student Tuition and Fees | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| New State General Revenue | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Redistribution of State General Revenue | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| External Grants/Contracts | $ Enter amount… | $ Enter amount… | $ Enter amount… |
| Other Funding Sources (specify): Enter text… | $ Enter amount… | $ Enter amount… | $ Enter amount… |
|  |  |  |  |
| **Total** | **$ Enter amount…** | **$ Enter amount…** | **$ Enter amount…** |